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LATIN AMERICA

V. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

2500058696

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ARGENTINA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	39.5	40.4	38.1	34.3	33.9	33.5
OF WHICH LOCAL MANUFACTURE:	39.5	40.4	38.1	34.3	33.9	33.5
POPULATION TOTAL (MILLIONS)	30.5	31.0	31.3	32.0	32.4	32.9
PER CAPITA CONSUMPTION	1,295	1,303	1,217	1,072	1,046	1,018
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N/A	35	N/A	32	N/A	30
% OF FEMALE POPULATION	N/A	29	N/A	25	N/A	24
% OF MALE POPULATION	N/A	43	N/A	38	N/A	35
COMPANY SHARES %						
1) NOBLEZA-PICCARDO (BAT)	56.6	54.8	54.5	57.2	57.3	55.9
2) MASSALIN PARTICULARES (PM/REEMTSMA)	43.4	45.2	45.5	42.8	42.7	44.1

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LATIN AMERICA 1

(ARGENTINA)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DERBY	BAT	NOB-PIC	--	--	--	12.1	27.0	26.3
2) JOCKEY CLUB	BAT	NOB-PIC	29.7	28.9	30.4	25.8	17.6	16.9
3) MARLBORO	PMI	MASS-PART	7.1	9.6	10.7	8.9	10.2	12.1
4) LE MANS	PMI	MASS-PART	5.5	5.0	5.9	9.0	11.9	11.6
5) 43/70	BAT	NOB-PIC	12.1	11.2	10.3	8.5	6.5	6.6
6) PHILIP MORRIS	PMI	MASS-PART	--	0.6	1.7	2.4	2.1	3.6
7) CHESTERFIELD	PMI	MASS-PART	8.5	9.0	7.9	5.8	3.9	3.3
8) L & M	PMI	MASS-PART	6.1	5.9	5.5	4.0	3.4	3.0
9) PARISIENNES	SEITA	NOB-PIC	2.9	2.9	2.7	2.5	2.6	2.6
10) IMPARCIALES	PMI	MASS-PART	3.6	3.4	3.2	2.8	2.5	2.4
11) PARTICULARES	PMI	MASS-PART	3.2	2.8	2.6	2.3	2.1	2.0
12) PARLIAMENT	PMI	MASS-PART	2.5	2.9	3.0	2.0	1.9	1.7
13) CONWAY	BAT	NOB-PIC	3.4	3.6	3.4	3.4	1.3	1.6
14) COLORADO	PMI	MASS-PART	4.3	3.7	3.3	2.7	1.6	1.4
15) CAMEL	RJR	NOB-PIC	1.7	1.3	1.1	0.8	0.7	0.6
16) PALL MALL	BAT	NOB-PIC	1.4	1.1	0.9	0.7	0.6	0.5
17) COLT	BAT	NOB-NIC	3.4	3.3	3.5	2.1	0.5	0.4
OTHERS			4.6	4.8	3.9	4.5	3.6	3.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			100.0	100.0	100.0	100.0	100.0	100.0
FILTER MENTHOL			--	--	--	--	--	--
NON-FILTER			--	--	--	--	--	--
PRICE SEGMENTATION %								
PREMIUM	US\$ 1.16 plus		8.7	10.0	9.3	6.2	6.5	6.0
HIGH	US\$ 1.00 to 1.15		20.2	22.3	21.6	16.9	14.8	15.6
MEDIUM	US\$ 0.94 to 0.99		10.0	8.9	7.8	7.2	6.1	5.6
LOW	US\$ 0.89 to 0.93		36.8	34.9	38.0	35.5	28.2	29.1
ECONOMY	US\$ 0.83 to 0.88		24.3	23.9	23.3	34.2	44.4	43.7
TAR & NICOTINE SEGMENTATION %								
LOW TAR & LIGHTS			14.2	16.6	20.0	22.8	28.0	27.7
HIGH/FULL FLAVOR			85.8	83.4	80.0	77.2	72.0	72.3

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(ARGENTINA)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLOND:	77.2	78.9	80.5	83.5	86.0	86.1
MIXED	19.4	18.1	16.8	14.1	11.8	2.0
BLACK	3.4	3.0	2.7	2.4	2.2	11.9
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.4	0.3	0.2	0.1	---	--
80 MM TO 85 MM	79.5	80.0	81.5	84.0	85.2	85.9
100 MM	19.7	19.3	18.0	15.7	14.6	14.0
OVER 100 MM	0.4	0.4	0.3	0.2	0.2	0.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.4	5.6	6.7	11.9	12.2	10.3
20 CIGTS/PACK	93.6	94.4	93.3	88.1	87.8	89.7
PACK TYPE SEGMENTATION %						
SOFT PACK	96.4	95.6	95.6	97.1	96.3	96.5
FLIP TOP BOX	3.6	4.4	4.4	2.9	3.7	3.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	3	3	3	3
B) RADIO	1	1	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

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LATIN AMERICA 3

(ARGENTINA)	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	2,302	2,079	2,287	3,245	3,024	N/A

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BOLIVIA

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.5	0.842	0.881	0.936	1.00	0.97		
POPULATION TOTAL (MILLIONS)	6.4	6.5	6.7	6.7	7.1	7.1		
PER CAPITA CONSUMPTION	78	129	131	134	142	136.0		
COMPANY SHARES								
1) COMPANIA INDUSTRIAL DE TABACOS	83.5	100.0	100.0	100.0	100.0	100.0		
2) BOLIVIA AMERICAN TOBACCO	16.5	--	--	--	--	--		
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) L & M	PMI	CITSA	30.7	47.63	46.56	47.81	48.43	52.00
2) CASINO	CITSA	CITSA	28.3	19.30	19.93	18.80	17.87	17.67
3) ASTORIA	CITSA	CITSA	15.3	15.65	17.26	17.34	16.57	16.37
4) MARLBORO	PMI	CITSA	0.9	0.82	1.10	4.00	7.71	4.58
6) BIG BEN	PMI	CITSA	7.6	5.61	5.26	4.10	3.43	3.30
6) DERBY	CITSA	CITSA	7.4	3.90	2.97	2.47	2.06	3.19
7) COLORADO	PMI	CITSA	7.3	6.73	6.86	5.45	3.65	2.74
8) PACIFIC	CITSA	CITSA	1.5	0.09	--	--	--	
9) DUCAL	CITSA	CITSA	0.6	0.09	0.06	--	--	
10) CAMBA	CITSA	CITSA	0.2	0.17	--	--	0.24	0.15
11) OTHERS			0.2	--	--	--	0.04	0.00

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(BOLIVIA)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	84.60	84.32	82.70	82.61	83.39	83.61
NON-FILTER	15.40	15.68	17.30	17.39	16.61	16.39
PRICE SEGMENTATION %						
PREMIUM	1.0	0.9	1.1	4.0	7.71	4.58
HIGH	30.8	47.6	46.5	47.8	55.51	58.04
MEDIUM	14.9	12.3	3.5	12.1	2.10	3.19
LOW	53.3	39.2	40.3	36.1	34.68	34.19
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100.0	100.0	100.0	100.0	100.0	100.0
TOBACCO TYPE SEGMENTATION %						
BLOND	55.5	64.79	62.75	63.84	65.32	65.80
BLACK	44.5	35.21	37.25	36.16	34.68	34.20
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	--	--	----	--	--	--
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	100.0	100.0	100.0	96.94	92.2	94.2
FLIP TOP BOX	--	--	--	3.06	7.8	5.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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(BOLIVIA)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:

A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

YES

YES

YES

C) ADVERTISING

NO

NO

NO

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BANDS PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

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LATIN AMERICA 7

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BRAZIL

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	146.0	168.8	161.2	157.5	162.2	163.6
POPULATION TOTAL (MILLIONS)	135.6	138.5	141.5	144.4	147.4	150.4
PER CAPITA CONSUMPTION	1,077	1,219	1,139	1,091	1,100	1,088
SMOKER INCIDENCE						
% OF TOTAL POPULATION	35.2	34.9	34.1	32.5	32.5	32.4
% OF FEMALE POPULATION	28.7	28.1	27.0	26.6	27.3	27.2
% OF MALE POPULATION	42.2	42.2	41.8	38.9	38.3	38.1
COMPANY SHARES						
1) BAT	81.1	83.0	81.4	79.7	80.0	82.1
2) PM	8.6	7.8	8.3	8.0	8.1	(15.2)
3) RJR	7.5	7.9	8.2	9.5	9.2	( )
OTHERS	2.8	1.3	2.1	2.8	2.7	2.7

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(BRAZIL)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELMONT	C.C.S.C.	B.A.T.	21.0	17.1	18.3	19.8	19.7	18.9
2) HOLLYWOOD	C.C.S.C.	B.A.T.	24.0	30.7	25.9	20.5	18.8	16.9
3) PLAZA	C.C.S.C.	B.A.T.	11.6	10.7	12.3	14.0	13.4	15.3
4) FREE	C.C.S.C.	B.A.T.	2.5	3.5	5.3	6.4	7.3	9.2
5) CARLTON	B.A.T.	B.A.T.	3.2	5.3	6.1	5.5	5.8	6.2
6) MUSTANG	R.J.R.	R.J.R.	5.0	4.7	5.0	4.9	4.1	3.4
7) CONTINENTAL	C.C.S.C.	B.A.T.	4.3	4.2	3.9	3.2	2.5	2.4
8) MINISTER	C.C.S.C.	B.A.T.	4.8	4.0	3.4	2.6	2.2	1.8
9) MARLBORO	P.M.I.	P.M.	0.8	1.1	1.4	1.3	1.4	1.6
10) MISTURA FINA	P.M.I.	P.M.	2.1	2.0	2.4	2.3	1.8	1.5
11) MONTREAL	C.C.S.C.	B.A.T.	0.6	1.3	1.4	1.7	1.5	1.3
12) ELMO	C.C.S.C.	B.A.T.	1.9	1.4	1.0	1.1	0.9	1.1
13) GALAXY	P.M.I.	P.M.	1.7	1.7	1.6	1.2	1.0	0.9
14) MONTEREY	P.M.B.	P.M.	1.3	1.0	1.0	0.8	0.5	0.4
15) ARIZONA	C.C.S.C.	B.A.T.	3.0	1.7	1.0	0.6	0.3	0.2
OTHERS			12.2	9.6	10.0	14.1	--	18.9
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			96.2	97.4	98.2	98.2	98.5	98.5
FILTER MENTHOL			0.2	0.2	0.2	0.1	0.1	0.1
NON-FILTER			3.6	2.4	1.6	1.7	1.4	1.4
PRICE SEGMENTATION %								
PREMIUM			1.4	1.5	1.4	1.2	1.2	1.1
HIGH			38.2	46.7	41.8	34.2	32.7	30.7
MEDIUM			23.8	21.4	23.5	24.6	23.7	26.8
LOW			36.6	30.4	33.3	40.0	42.4	41.4

(BRAZIL)	1985	1986	1987	1988	1989	1990
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW ( 0 - 6 mg.)	0.1	0.1	--	--	--	--
LOW ( 6 - 10 mg.)	4.6	4.1	5.6	6.4	7.2	9.5
MEDIUM (10 - 15 mg.)	9.9	59.4	54.2	49.0	49.6	50.5
HIGH/FULL FLAVOR (15 mg and over)	85.4	36.4	40.2	44.6	43.2	40.0
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.0	0.7	0.2	0.5	0.1	0.1
80 MM to 85 MM	93.0	92.0	92.2	91.0	89.1	87.9
90 MM	0.1	0.1	0.1	0.6	0.8	0.8
100 MM	6.0	7.3	7.6	8.5	10.8	11.2
OVER 100 MM	--	--	--	--	--	--
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	94.1	91.7	90.7	90.7	88.8	88.3
FLIP TOP BOX	5.9	8.3	9.3	9.3	11.2	11.7
PRINCESS PACK	--	--	--	--	--	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	3

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(BRAZIL)	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	173.4	177.1	180.9	184.8	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	173.9	177.6	181.4	185.3	N/A	N/A
ROLL YOUR OWN (THOUSAND KILOS)	31,200.0	7,600.0	22,000.0	N/A	N/A	N/A

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION						
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	7.4	7.2	7.1	7.3	7.5	8.4
IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year.						
POPULATION TOTAL (MILLIONS)	12.0	12.0	12.0	12.5	12.7	12.9
PER CAPITA CONSUMPTION	617	600	625	584	591	651
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	--	--	--	--	--
% OF FEMALE POPULATION	--	--	--	--	--	--
% OF MALE POPULATION	--	--	--	--	--	--
COMPANY SHARES						
1) PHILIP MORRIS (MANUF. FACIL)	4.0%	4.5%	4.1%	4.5%	4.2	3.5
2) BAT (C.C.T.)	95.0%	94.4%	94.9%	95.1%	95.4	96.5
3) RJR (COSUR)	1.0%	1.1%	1.0%	0.4%	0.4	--

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(CHILE)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DERBY	BAT	C.C.T.	30.3	26.4	23.6	23.5	21.8	19.6
2)ADVANCE	BAT	C.C.T.	18.0	21.3	23.2	23.2	21.3	20.5
3)HILTON	BAT	C.C.T.	9.2	8.1	9.0	9.0	10.6	9.7
4)BELMONT	BAT	C.C.T.	5.2	9.3	9.9	9.4	9.7	12.4
5)VICEROY	BAT	C.C.T.	5.7	6.8	8.8	9.9	8.3	9.1
6)RECORD	BAT	C.C.T.	10.2	7.6	8.0	8.0	7.5	4.0
7)KENT	BAT	C.C.T.	2.8	3.9	4.8	5.2	4.6	4.2
8)LIFE	BAT	C.C.T.	3.5	2.6	1.7	0.9	3.8	8.4
9)PALL MALL	BAT	C.C.T.	--	---	1.2	1.9	3.5	3.8
10)LUCKY STRIKE	BAT	C.C.T.	--	---	2.0	2.5	2.7	3.6
11)TURBO	FACIL	F.A.C.I.L.	--	0.5	1.5	0.9	1.3	0.6
12)WINDSOR	BAT	C.C.T.	--	---	1.1	1.0	1.1	1.0
13)BOND	PM	F.A.C.I.L.	2.3	1.5	1.1	1.0	1.0	1.1
14)MARLBORO	PM	F.A.C.I.L.	--	---	--	0.8	0.9	0.8
15)CHESTERFIELD	PM	F.A.C.I.L.	0.6	0.9	0.8	0.7	0.6	0.8
16)CASSINO	BAT	C.C.T.	--	---	0.7	0.4	0.2	0.2
OTHERS			11.4	8.9	2.6	1.7	1.1	0.2
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			97.1%	97.8%	98.5%	99.0%	99.0%	99.3
FILTER MENTHOL			0.3%	0.3%	0.2%	--	0.1%	--
NON-FILTER			2.6%	1.9%	1.2%	1.0%	0.9%	0.7
PRICE SEGMENTATION %								
PREMIUM (IMPORTED CIGS.)			6.2%	\$1.05-9.4%	9.4%	\$1.09-9.5%	\$1.00-4.8%	\$1.28-4.33%
HIGH			19.4%	\$ .85-29.0%	18.7%	\$ .97-7.3%	\$ .81-21.2%	\$1.10-21.25%
MEDIUM			8.3%	\$ .70-11.0%	25.4%	\$ .84-38.5%	\$ .79-49%	\$ .89-50.50%
MEDIUM/LOW			53.0%	\$ .56-42.0%	39.0%	\$ .68-33.4%	\$ .56-7.64%	\$ .68-11.74%
LOW			13.1%	\$ .48-9.0%	7.6%	\$ .50-11.3%	\$ .35-17.36%	\$ .56-12.18%
TOBACCO TYPE SEGMENTATION %								
BLOND: VIRGINIA			--	--	--	--	--	--
PACK TYPE SEGMENTATION %								
SOFT PACK			96.4%	95.1%	92.3	91.7%	93.6%	93.2%
FLIP TOP BOX			3.6%	4.9%	7.7%	8.3%	6.4%	5.8%

601850005Z

LATIN AMERICA 13

(CHILE)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

014850005Z

LATIN AMERICA 14

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	21,590	19,972	18,100	17,002	15,727	14,736
OF WHICH LOCAL MANUFACTURE:	21,570	19,952	18,100	17,002	15,727	14,736
IMPORTED FROM: 1) U.S.A.	20	20	--	--	--	--
2) ECUADOR	--	--	--	--	--	--
POPULATION TOTAL (MILLIONS)	27.7	28.3	28.9	30.0	30.5	31.0
PER CAPITA CONSUMPTION	779	706	627	567	516	475
COMPANY SHARES						
1) CIA. COLOMBIANA DE TABACO (COL)	69.9	67.5	68.7	67.7	67.0	66.3
2) PROTABACO S.A. (PRO)	29.3	31.5	31.3	32.3	31.2	33.6
3) LA NACIONAL DE CIGARRILLOS (NAL)	0.7	--	--	--	--	--
4) PHILIP MORRIS (PM)	0.1	0.1	--	--	--	--
5) OTHER IMPORTS	--	--	--	--	--	--

2500058711

LATIN AMERICA 15

LATIN AMERICA 16

2500058712

(COLOMBIA)		BRAND SHARES %					
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER	PRICE SEGMENTATION			
				PREMIUM (US 0.85 AND UP)	HIGH (US 0.55 TO 0.70)	MEDIUM (US 0.40 TO 0.50)	LOW (US 0.29 TO 0.35)
1) PRESIDENT	PRO	COL	15.7	17.6	20.3	18.2	17.0
2) IMPERIAL SP	COL	COL	14.4	15.2	13.0	15.1	15.1
3) ROYAL	COL	COL	6.9	12.6	15.9	14.8	16.5
4) MUSTANG	PRO	PRO	13.5	17.8	13.7	13.5	14.2
5) DERBY	COL	COL	14.4	15.9	13.7	13.5	12.7
6) PIELROJA REG	COL	COL	21.3	19.7	20.5	15.6	14.0
7) HIDALGOS	COL	COL	4.9	2.7	2.9	2.3	2.3
8) NACIONAL FIL	NAT	COL	0.2	1.1	1.3	0.9	0.5
9) MONTECARLO FIL	PRO	PRO	1.9	1.1	1.0	0.7	0.7
10) IMPERIAL HB	COL	COL	--	--	--	0.6	1.0
11) JOCKEY CLUB	COL	COL	--	1.4	0.4	0.2	0.2
12) CAMPEON	COL	COL	--	--	1.5	1.7	2.0
13) PIELROJA F.	COL	COL	5.9	5.2	2.2	1.9	2.0
MARKET SEGMENTATION				FILTHER (NON-MENTHOL)			
				NON-FILTHER			
				78.3	87.7	88.4	86.0
				21.7	12.3	11.6	14.0
				14.6	85.4	14.6	--
				0.1	--	--	--
				8.8	13.6	15.5	17.2
				42.3	49.7	46.5	16.1
				27.1	23.8	25.7	31.7
				21.7	12.3	11.6	33.0
				0.6	1.1	0.7	--
				99.4	98.9	99.3	100.0
				LOW (BELOW 15MG)	LOW (BELOW 15MG)	LOW (BELOW 15MG)	LOW (BELOW 15MG)
				TAR & NICOTINE SEGMENTATION			
				ECONOMY (US 0.20 TO 0.25)			
				*Less than 0.1%			

1990

1989

1988

1987

1986

1985

(COLOMBIA)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLOND: (LOCAL)	51.1	63.6	58.7	62.7	64.2	64.5
IMPORTED	0.1	--	--	--	--	--
MIXED	16.1	17.6	20.3	18.2	17.0	16.3
BLACK	32.7	18.8	21.0	19.1	18.8	19.2
LENGTH SEGMENTATION %						
70 MM AND SHORTER	21.7	19.7	20.5	15.6	14.0	14.6
80 MM TO 85 MM	78.3	87.7	87.3	88.4	86.0	85.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	8.4	9.3	7.6	8.4	8.0	--
16 TO 19 CIGTS/PACK	21.7	12.3	12.7	11.6	14.0	14.6
20 CIGTS/PACK	69.9	71.0	71.9	76.0	78.0	85.4
PACK TYPE SEGMENTATION %						
SOFT PACK	91.2	86.4	83.1	84.4	80.0	80.6
FLIP TOP BOX	8.8	13.6	16.9	15.6	20.0	19.4

2500058713

LATIN AMERICA 17

(COLOMBIA)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	(1)	(1)	(1)	(1)	(1)	(1)

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

(1) WARNING ON T.V. ADVERTISING ONLY.

2500058714

LATIN AMERICA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.4	2.2	2.3	2.1	2.0	2.1
POPULATION TOTAL (MILLIONS)	2.6	2.7	2.7	2.8	2.9	3.0
PER CAPITA CONSUMPTION	923	815	821	757	696	703
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	22.6	--	--	20.1	--
% OF FEMALE POPULATION	--	10.1	--	--	10.2	--
% OF MALE POPULATION	--	33.2	--	--	29.5	--
COMPANY SHARES						
1)REPUBLIC TOBACCO CO.	72.3	72.9	72.5	72.5	72.5	71.7
2)TABACALERA COSTARRICENSE, S.A.	27.7	27.1	27.5	27.5	27.5	28.3

2500058715

(COSTA RICA)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	R.T.CO.	47.9	50.1	50.7	51.1	53.7	54.5
2) DERBY	B.A.T.	T.C.S.A.	17.0	19.1	20.6	20.9	21.6	22.5
3) TICOS	B.A.T.	R.T.CO.	8.2	8.0	7.1	6.4	5.7	5.9
4) MARLBORO	P.M.	T.C.S.A.	3.0	2.8	3.1	3.3	3.6	4.2
5) REX	B.A.T.	R.T.CO.	5.1	4.6	4.5	4.1	3.9	3.8
6) CAPRI	B.A.T.	R.T.CO.	5.1	4.8	4.3	3.8	3.4	3.0
7) EMU	B.A.T.	R.T.CO.	0.5	0.4	1.6	2.3	1.8	1.5
8) LUCKY STRIKE	B.A.T.	R.T.CO.	--	--	--	--	--	0.8
9) VICEROY	B.A.T.	R.T.CO.	1.0	0.9	0.9	0.8	0.7	0.6
10) KOOL	B.A.T.	R.T.CO.	0.4	0.5	0.5	0.6	0.5	0.6
11) TEMPO	B.A.T.	R.T.CO.	--	--	--	--	0.7	0.4
12) MONTEREY	B.A.T.	T.C.S.A.	1.1	0.9	0.8	0.6	0.5	0.4
13) BELMONT	B.A.T.	R.T.CO.	0.8	0.7	0.6	0.5	0.4	0.3
14) WEST	REEMSTMA	T.C.S.A.	1.8	1.1	0.6	0.4	0.2	0.2
15) SAVOY	B.A.T.	T.C.S.A.	0.5	0.4	0.3	0.2	0.2	0.2
16) ROYAL	B.A.T.	T.C.S.A.	0.6	0.4	0.3	0.3	0.2	0.1
17) FORTUNA	B.A.T.	T.C.S.A.	0.4	0.3	0.2	0.1	0.1	0.1
18) HILTON	B.A.T.	T.C.S.A.	--	--	--	0.5	0.3	0.1
19) TICOS (S/F)	B.A.T.	R.T.CO.	0.6	0.5	0.4	0.3	0.3	0.3
20) OTHERS			6.7	5.2	3.8	3.3	2.6	0.8
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			96.9	97.1	97.3	96.7	96.7	97.2
FILTER MENTHOL			1.4	1.4	1.4	2.2	2.3	2.0
NON-FILTER			1.7	1.5	1.3	1.1	1.0	0.8
PRICE SEGMENTATION %								
PREMIUM A			4.8	4.1	--	--	--	--
PREMIUM B			6.2	6.3	10.2	9.7	9.4	9.6
HIGH			23.4	24.7	26.6	28.0	27.5	28.2
MEDIUM A			53.9	54.0	53.7	53.9	55.7	55.8
MEDIUM B			10.0	9.0	8.2	7.3	6.4	5.6
LOW			1.7	1.9	1.3	1.1	1.0	0.8

(COSTA RICA)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLACK						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
MIXED						
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.7	1.5	1.3	1.1	1.0	0.8
80 MM TO 85 MM	98.3	98.5	98.7	98.1	98.3	98.8
95 MM	--	--	--	--	--	0.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	76.9	76.4	75.0	73.8	73.2	71.4
FLIP TOP BOX	23.1	23.6	25.0	26.2	26.8	28.6
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	97.2	97.2	97.0	96.5	96.4	96.3
LOW	2.8	2.8	3.0	3.5	3.6	3.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	1	1	3	3	3	3
D) MAGAZINES	--	--	3	3	3	3
E) COUPONS	--	--	2	2	2	2
F) POINT OF SALE	--	--	3	3	3	3
G) BILLBOARDS	--	--	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	3	3	3	3

2500058717

LATIN AMERICA 21

(COSTA RICA)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

2500058718

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,728	4,057	4,466	4,462	4,570	4,405
POPULATION TOTAL (MILLIONS)	6.0	6.1	6.2	6.4	6.5	6.6
PER CAPITA CONSUMPTION	621	665	720	697	703	667
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19.3	18.7	18.2	18.0	18.0	18.0
% OF FEMALE POPULATION	19.6	19.4	19.3	19.0	19.1	19.0
% OF MALE POPULATION	19.0	18.9	18.7	18.5	18.4	18.4
COMPANY SHARES						
1) E. LEON JIMENES, C. POR A. (PM)	61.1	64.2	65.1	69.9	70.7	73.1
2) COMPANIA ANOMINA TABACALERA	38.9	35.8	34.9	30.1	29.3	26.9
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP	MANUFACTURER				
1) MARLBORO	PM	ELJ	38.6	44.4	45.1	49.3
2) NACIONAL	ELJ	ELJ	18.67	17.1	16.6	18.3
3) MONTECARLO	CAT	CAT	27.8	26.1	26.4	22.2
4) CREMAS	CAT	CAT	4.9	4.1	3.0	2.7
5) CASINO	CAT	CAT	3.0	2.4	2.0	2.0
						2.5
						1.6

6148900052

(DOMINICAN REPUBLIC)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION						
FILTER (NON-MENTHOL)	88.4	89.4	89.2	90.8	90.0	90.2
FILTER MENTHOL	5.3	5.0	5.7	6.5	6.5	7.2
NON-FILTER	6.3	5.6	5.1	2.7	3.5	2.6
PRICE SEGMENTATION						
HIGH           US\$0.90 12/82	69.3	72.4	74.8	75.0	73.8	69.8
MEDIUM        0.70 12/82	19.0	17.3	16.9	18.3	20.2	26.0
LOW            0.40 12/82	11.7	10.3	8.3	6.7	6.0	4.2
TAR & NICOTINE SEGMENTATION						
LOW	3.0	4.9	6.0	6.5	7.1	7.1
HIGH/FULL FLAVOR	97.0	95.1	94.0	93.5	92.9	92.9
TOBACCO TYPE SEGMENTATION						
BLOND (AMERICAN)	88.3	89.7	91.7	93.3	94.0	95.8
BLACK	11.7	10.3	8.3	6.7	6.0	4.2
LENGTH SEGMENTATION						
70 MM AND SHORTER	0.1	0.1	0.1	--	--	0.1
80 MM TO 85 MM	99.9	99.9	99.9	100.0	100.0	99.9
PACK COUNT SEGMENTATION						
UP TO 10 CIGTS/PACK	74.9	75.7	76.0	74.5	76.0	76.0
20 CIGTS/PACK	25.1	24.3	24.0	25.5	24.0	24.0
PACK TYPE SEGMENTATION						
SOFT PACK	87.8	86.9	87.0	86.3	85.5	85.5
FLIP TOP BOX	12.2	13.1	13.0	13.7	14.5	14.5

2500058720

(DOMINICAN REPUBLIC)

1985      1986      1987      1988      1989      1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058721

LATIN AMERICA 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3804	3786	3604	3076	3069	3045
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)*	9.3	9.7	9.9	10.2	10.5	10.8
PER CAPITA CONSUMPTION	407	392	363	302	292	28.2
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	35.2	34.1	34.0	33.1	33.1
% OF FEMALE POPULATION	--	17.7	17.2	17.3	12.0	12.0
% OF MALE POPULATION	--	50.0	51.5	51.9	55.5	55.5
COMPANY SHARES						
1) PROESA	72.2	78.9	80.9	81.3	80.1	79.5
2) EL PROGRESO	27.8	21.1	19.1	18.7	19.9	20.5

\*Ref: MARKOP

2500058722

(ECUADOR)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) LARK	PMI	TANASA	32.5	37.2	39.1	40.1	36.1	35.4
2) LIDER	PMI	TANASA	25.7	27.8	30.1	29.0	31.3	31.8
3) FULL SPEED	EL PROG.	EL PROGRESO	14.2	12.7	11.8	13.1	15.9	17.3
4) MARLBORO	PMI	TANASA	9.8	9.3	8.9	10.4	9.2	9.3
5) SUPERIOR	PMI	TANASA	--	1.5	0.8	0.6	3.0	2.7
6) DORAL	EL PROG.	EL PROGRESO	10.4	6.0	4.4	2.9	2.1	1.2
7) KING	EL PROG.	EL PROGRESO	1.9	1.6	1.5	1.5	1.1	1.1
8) SALEM	RJR	EL PROGRESO	0.6	0.6	0.7	0.9	0.8	0.8
9) CHESTERFIELD	PMI	TANASA	1.0	0.9	0.9	0.5	0.5	0.4
10) TEMPO	EL PROG.	EL PROGRESO	--	--	0.7	0.4	--	--
11) WEST	REEMTSMA	TANASA	1.1	0.7	0.7	0.3	--	--
12) BARONET	PMI	TANASA	1.3	1.0	0.5	0.3	--	--
13) MAPLETON	PMI	TANASA	0.7	0.4	0.1	0.0	--	--
OTHERS			0.8	0.3	0.1	0.04	--	--
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)	REGULAR		15.9	14.5	12.6	13.9	14.7	15.7
FILTER MENTHOL			1.0	0.9	0.9	0.9	1.7	0.8
NON-FILTER			13.0	13.0	12.0	12.8	14.2	15.2
FILTER CHARCOAL			70.1	71.6	74.5	72.4	70.4	68.4
PRICE SEGMENTATION %								
	OFFICIAL RATE	FREE RATE						
PREMIUM	0.69	0.49	44.6	48.5	49.8	52.0	46.6	45.9
HIGH	0.64	0.45	36.2	33.9	35.2	32.3	33.4	33.0
MEDIUM	0.59	0.41	3.8	2.4	1.2	0.8	--	--
LOW	0.46	0.32	1.2	1.1	1.2	1.2	1.1	1.1
ECONOMY	0.22	0.18	14.2	14.1	12.6	13.7	18.9	20.0
OFFICIAL RATE	449.00							
FREE RATE	525.00							
TAR & NICOTINE SEGMENTATION %								
MEDIUM			38.4	36.3	37.6	35.0	36.2	36.2
HIGH/FULL FLAVOR			61.6	63.7	62.4	65.0	63.8	63.8
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			85.8	85.9	87.4	86.3	81.1	80.0
BLACK			14.2	14.1	12.6	13.7	18.9	20.0

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(ECUADOR)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	13.0	13.0	12.0	12.2	13.1	15.2
80 MM to 85 MM	87.0	87.0	88.0	87.8	86.9	84.8
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	3.8	3.4	3.5	3.6	2.5	3.3
20 CIGTS/PACK	95.5	96.4	96.5	96.4	97.5	96.7
18 CIGTS/PACK	0.7	0.2	--	--	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	22.6	20.2	17.5	16.94	14.4	18.4
FLIP TOP BOX	77.4	79.8	82.5	83.06	85.6	81.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES

2500058724

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,947	1,893	1,930	1,876	1,407	1,559
POPULATION TOTAL (MILLIONS)	4.8	4.8	4.9	5.2	5.3	4.5
PER CAPITA CONSUMPTION	406	394	394	361	265	300
SMOKER INCIDENCE						
% of TOTAL POPULATION	22.0	22.0	20.2	22.4	20.5	21.4
% OF FEMALE POPULATION	4.6	4.8	3.9	5.6	4.7	7.4
% of MALE POPULATION	37.5	37.5	35.2	37.8	36.5	35.4
COMPANY SHARES						
1)CIGARRERIA MORAZAN, S.A. DE C.V. (BAT)	86.0	82.4	75.1	78.4	73.7	74.5
2)TABACALERA DE EL SALVADOR, S.A. DE C.V. (PM)	14.0	17.6	20.9	21.6	26.3	25.5

(EL SALVADOR)

1985 1986 1987 1988 1989 1990

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	MORAZAN	60.2	58.9	57.8	57.4	57.3	58.6
2) DIPLOMAT	P.M.I.	TASASA	5.3	8.3	10.8	12.3	15.6	14.8
3) CASINO	B.A.T.	MORAZAN	13.0	13.1	10.6	10.0	8.3	7.2
4) MARLBORO	P.M.I.	TASASA	4.4	4.8	4.9	4.8	6.0	6.0
5) BARONET	P.M.I.	TASASA	3.1	3.8	4.5	4.0	3.7	2.5
6) REX	B.A.T.	MORAZAN	4.8	4.1	4.0	3.9	2.8	2.5
7) IMPERIAL	B.A.T.	MORAZAN	--	--	--	--	--	1.9
8) YORK	B.A.T.	MORAZAN	1.4	1.1	1.9	3.6	2.7	1.8
9) WINDSOR	B.A.T.	MORAZAN	2.7	2.3	2.3	2.0	1.5	1.3
10) MASTER	P.M.I.	TASASA	--	--	--	--	--	1.2
11) LIDER	P.M.I.	TASASA	--	--	--	--	0.8	0.5
12) VICEROY	B.A.T.	MORAZAN	1.0	0.7	0.7	0.5	0.5	0.5
13) L&M KS (Med-Hig.Seg)	P.M.I.	TASASA	--	--	--	--	--	0.4
14) KOOL	B.A.T.	MORAZAN	--	--	--	--	--	0.3
15) POLAR	B.A.T.	MORAZAN	2.1	1.7	1.4	0.8	0.4	0.3
16) CARIBE	P.M.I.	TASASA	0.6	0.4	0.3	0.3	0.3	0.1
17) FIESTA	B.A.T.	MORAZAN	0.3	0.2	0.1	0.1	0.1	0.1

## MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	97.1	94.8	92.6	91.8	90.6	91.3
FILTER MENTHOL	2.8	5.1	7.3	7.9	9.4	8.7
NON-FILTER	0.1	0.1	0.1	0.0	0.0	0.0

## TAR &amp; NICOTINE SEGMENTATION%

HIGH/FULL FLAVOR	95.2	95.2	95.4	96.1	96.2	96.8
------------------	------	------	------	------	------	------

## TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	100	100	100	100	100	100
-----------------	-----	-----	-----	-----	-----	-----

(EL SALVADOR)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.8	0.5	0.4	0.4	0.4	0.2
80 MM TO 85 MM	91.8	89.6	86.3	83.0	74.8	76.5
100 MM	7.3	9.9	13.3	16.6	24.8	23.8
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	96.1	95.8	95.5	95.8	94.5	93.5
FLIP TOP BOX	3.9	4.2	4.5	4.2	5.5	6.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

(EL SALVADOR)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUATEMALA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,878	1,804	1,998	1,933	1,927	1,804
POPULATION TOTAL (MILLIONS)	8.0	8.3	9.4	9.2	9.3	9.4
PER CAPITA CONSUMPTION	235	217	213	210	207	192
COMPANY SHARES						
1) TACASA (PMI)	47.9	45.1	48.7	51.1	49.8	51.6
2) TNSA (BAT)	52.1	54.9	51.3	48.9	50.2	48.4
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP	MANUFACTURER				
1) RUBIOS	PMI	TACASA	40.8	39.5	41.4	43.0
2) CASINO	BAT	TNSA	16.9	18.8	17.4	16.1
3) BELMONT	BAT	TNSA	20.3	18.0	18.9	20.3
4) IMPERIAL	BAT	TNSA	--	--	--	1.2
5) MARLBORO	PMI	TACASA	2.6	2.3	2.8	3.2
6) RECORD	BAT	TNSA	5.1	5.2	4.2	3.5
7) HILTON	BAT	TNSA	2.0	6.0	5.0	3.9
8) PAYASOS	BAT	TNSA	2.7	2.8	2.4	2.1
9) DERBY	PMI	TACASA	--	--	--	3.1
10) DIPLOMAT	PMI	TACASA	1.7	1.3	1.4	1.8
11) PLAZA	BAT	TNSA	2.6	2.1	1.6	1.4
12) VICEROY	BAT	TNSA	0.7	0.6	0.5	0.5
13) CLUB	PMI	TACASA	--	--	--	0.4
14) ALAS	BAT	TNSA	0.3	0.3	0.3	0.2
15) WEST	REEMTSMA	TACASA	0.2	--	--	--
16) VICTOR	BAT	TNSA	0.4	0.1	--	--
OTHERS	BAT		3.7	3.0	4.1	0.9
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)			90.3	88.5	88.0	86.7
FILTER MENTHOL			7.0	8.7	9.6	11.2
NON-FILTER			2.7	2.8	2.4	2.1

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LATIN AMERICA 33

(GUATEMALA)	1985	1986	1987	1988	1989	1990
PRICE SEGMENTATION % *						
HIGH \$0.90	3.3	2.8	3.3	3.8	4.1	3.7
MED-HIGH 0.68	28.5	24.2	23.2	24.3	24.4	18.1
MEDIUM 0.59	53.8	56.8	57.7	58.6	59.9	67.9
MED-LOW 0.48	11.7	13.4	13.4	11.2	9.5	8.2
LOW 0.36	2.7	2.8	2.4	2.1	2.1	2.1
TAR & NICOTINE SEGMENTATION %						
LOW	2.0	2.3	2.5	2.8	3.2	2.6
HIGH/FULL FLAVOR	98.0	97.7	97.5	97.2	96.8	97.4
TOBACCO TYPE SEGMENTATION %						
BLACK	2.7	2.8	2.4	2.1	2.1	2.1
BLOND	97.3	97.2	97.6	97.9	97.9	97.9
LENGTH SEGMENTATION %						
70 MM AND SHORTER	14.7	16.4	16.0	13.5	11.7	10.4
80 MM to 85 MM	81.6	76.3	74.9	77.8	80.4	84.0
90 MM TO 99 MM	2.0	6.0	7.7	6.9	6.0	4.1
OVER 100 MM	1.7	1.3	1.4	1.8	1.9	1.5
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100%	100%	100%	100%	100%	95.1
10 CIGTS/PACK	--	--	--	--	--	4.9
PACK TYPE SEGMENTATION %						
SOFT PACK	96.4	96.5	96.3	94.5	94.7	95.4
FLIP TOP BOX	3.6	3.5	3.7	5.5	5.3	4.6

\*PRICE PER 20'S PACK IN U.S. DOLLARS.

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LATIN AMERICA 34

(GUATEMALA)

1985      1986      1987      1988      1989      1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	54.4	46.3	50.6	46.4	51.3	52.5
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	78.3	80.0	81.9	83.3	84.6	81.2
PER CAPITA CONSUMPTION	695	579	618	557	606	646
SMOKER INCIDENCE						
% OF TOTAL POPULATION (16%)	41.1	34.5	38.0	36.9	35.6	36.2
% OF FEMALE POPULATION	12	10	11	11	11	11
% OF MALE POPULATION	33	27	31	31	29	30
COMPANY SHARES						
1) MODERNA	64.2	60.9	60.1	59.6	59.1	58.0
2) CIGATAM	35.8	39.1	39.9	40.4	40.9	42.0

8.3      8.2  
8.4.1      9.7.  
19.54      28.1

(MEXICO)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
2) MARLBORO	PM	CIGATAM	14.5	16.5	14.7	16.0	20.5	24.7
1) RALEIGH	MODERNA	MODERNA	28.1	24.2	21.4	21.1	23.0	24.7
3) FIESTA	MODERNA	MODERNA	20.5	18.9	15.4	13.6	12.8	11.7
4) MONTANA	MODERNA	MODERNA	-	2.0	5.7	8.0	8.9	8.5
5) DELICADOS	CIGATAM	CIGATAM	7.3	8.6	10.1	9.9	8.4	7.2
6) ALAS	MODERNA	MODERNA	5.9	6.6	7.6	7.4	6.1	5.4
7) FAROS	CIGATAM	CIGATAM	3.5	4.0	5.4	5.7	4.4	3.8
8) BARONET	CIGATAM	CIGATAM	6.7	5.8	4.5	3.1	2.9	2.4
9) BENSON&HEDGES	PM	CIGATAM	0.8	1.2	1.1	1.4	2.0	2.2
10) VICEROY	MODERNA	MODERNA	2.9	2.5	2.0	1.9	1.8	1.9
11) KENT	MODERNA	MODERNA	-	-	-	0.9	0.9	1.0
12) DEL PRADO	MODERNA	MODERNA	2.4	1.9	1.7	1.6	1.2	0.9
13) GRATOS	MODERNA	MODERNA	-	-	-	0.9	1.0	0.9
14) SALEM	RJR	MODERNA	0.5	0.2	0.4	0.5	0.6	0.8
15) DALTON	CIGATAM	CIGATAM	-	-	1.7	2.8	1.5	0.8
16) ARGENTINOS	MODERNA	MODERNA	1.0	1.0	1.0	0.9	0.7	0.6
17) BOHEMIOS	MODERNA	MODERNA	-	-	1.2	0.9	0.4	0.3
OTHERS			4.7	5.5	5.2	3.4	2.9	2.2
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			79.6	76.1	70.0	71.4	75.0	77.9
FILTER MENTHOL			1.8	1.0	1.1	1.3	1.6	1.9
NON-FILTER			18.6	22.1	28.0	26.2	22.3	19.1
NON FILTER MENTHOL			-	0.8	0.9	1.1	1.1	1.1
PRICE SEGMENTATION %								
HIGH			50.3	48.6	42.3	42.8	49.9	56.1
MEDIUM			31.2	29.4	29.8	29.9	27.8	24.9
LOW			18.5	22.0	27.9	27.3	22.3	19.0

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(MEXICO)	1985	1986	1987	1988	1989	1990
<b>TAR &amp; NICOTINE SEGMENTATION %</b>						
LOW (9.0 - 12mg. tar)	3.5	3.6	3.2	3.4	4.0	5.0
MEDIUM (13.0 - 15mg. tar)	7.4	6.9	7.1	6.5	4.4	3.4
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	89.1	89.5	89.7	90.1	91.6	91.6
<b>TOBACCO TYPE SEGMENTATION %</b>						
BLOND: AMERICAN	48.7	47.2	41.0	42.3	49.9	55.9
MIXED	30.5	29.4	30.3	30.0	27.7	25.0
BLACK	20.8	23.4	28.7	27.7	22.4	19.1
<b>LENGTH SEGMENTATION %</b>						
70 MM AND SHORTER	34.7	31.9	30.8	29.5	29.7	30.5
71 MM TO 79 MM	12.6	14.8	18.8	19.5	15.8	13.3
80 MM to 85 MM	51.7	52.0	49.3	49.6	52.8	54.2
100MM	1.0	1.3	1.1	1.4	1.7	2.0
<b>PACK COUNT SEGMENTATION %</b>						
11 TO 15 CIGTS/PACK	3.5	4.0	7.1	8.1	5.9	4.5
16 TO 19 CIGTS/PACK	9.0	10.8	14.6	14.3	11.2	9.6
20 CIGTS/PACK	87.5	85.2	78.3	77.6	82.9	85.9
<b>PACK TYPE SEGMENTATION %</b>						
FLIP TOP BOX	14.5	17.1	23.0	26.6	29.7	31.8
SOFT PACK	85.5	82.9	77.0	73.4	70.3	68.2
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	1	1	1	1	1

2500058734

LATIN AMERICA 38

(MEXICO)

1985      1986      1987      1988      1989      1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
              B) CARTONS  
              C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS  
B) CARTONS

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2500058735

LATIN AMERICA 39

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	875.3	832.1	809.7	671.4	618.4	775.2		
POPULATION TOTAL (MILLIONS)	2,043	2,093	2,146	2,199	2,254	2,315		
PER CAPITA CONSUMPTION	429	398	377	305	274	335		
SMOKER INCIDENCE								
% OF TOTAL POPULATION	--	27	NA	NA	NA	19		
% OF FEMALE POPULATION	--	24	NA	NA	NA	7		
% OF MALE POPULATION	--	76	NA	NA	NA	32		
COMPANY SHARES								
1) TISA (BAT)	61.5	59.8	60.4	60.4	63.5	64.1		
2) TABACAL (PMI)	38.5	40.2	39.6	39.6	36.5	35.9		
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) VICEROY	BAT	TISA	32.9	33.1	33.8	32.9	32.7	31.8
2) MARLBORO	PMI	TABACAL	19.4	21.1	21.6	21.4	19.3	20.1
3) KOOL	BAT	TISA	13.3	13.0	13.1	13.0	13.7	14.6
4) MENTOLADOS	TABACAL	TABACAL	8.4	8.3	8.1	8.5	8.4	7.5
5) LUCKY STRIKE	BAT	TISA	1.0	1.3	1.8	3.0	5.0	7.2
6) RECORD	BAT	TISA	3.8	3.8	3.9	4.2	4.7	3.9
7) BELMONT	BAT	TISA	5.3	4.4	4.0	3.7	3.6	2.6
8) WEST	REEMTSMA	TABACAL	2.8	3.5	3.7	3.6	3.5	3.1
9) IMPERIAL	BAT	TISA	3.6	3.1	3.0	3.1	3.3	3.0
10) MERIT	PMI	TABACAL	1.7	1.9	1.9	2.0	1.8	1.6
11) MONTEREY	TABACAL	TABACAL	2.1	1.9	1.6	1.5	1.3	1.1
12) L&M	PMI	TABACAL	-	-	-	-	-	0.7
13) NACIONAL	TABACAL	TABACAL	1.1	1.0	0.8	0.8	0.6	0.6
14) PARLIAMENT	PMI	TABACAL	0.8	0.7	0.6	0.6	0.5	0.4
OTHERS			4.8	4.2	3.9	4.7	6.6	1.8

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(PANAMA)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	71.7	75.2	75.4	74.8	74.1	74.8
FILTER MENTHOL	28.3	24.8	24.6	25.2	25.9	25.2
PLAIN	--	--	--	--	--	--
PRICE SEGMENTATION %						
PREMIUM	0.2	--	0.2	0.2	0.2	0.2
HIGH	69.8	71.3	71.6	70.3	68.4	68.7
MEDIUM	14.8	13.7	13.0	13.0	12.7	10.7
LOW	15.2	15.0	15.2	16.5	18.7	20.4
TAR & NICOTINE SEGMENTATION %						
LOW (8.0-11.5mg. tar)	2.6	3.0	3.6	4.2	4.3	4.4
HIGH/FULL FLAVOR (15.0-17.0mg. tar)	97.4	97.0	96.4	95.8	95.7	95.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
80 mm to 85 MM	99.8	99.8	99.8	99.8	99.8	99.8
100 MM	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	51.4	53.6	55.4	57.8	59.7	58.7
20 CIGTS/PACK	48.6	46.4	44.6	42.2	40.3	41.3
PACK TYPE SEGMENTATION						
SOFT PACK	86.6	86.8	86.7	87.0	87.3	83.4
FLIP TOP BOX	13.4	13.2	13.3	13.0	12.7	16.1

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LATIN AMERICA 41

(PANAMA)

1985

1986

1987

1988

1989

1990

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

**SPECIFIC T&N NUMBERS ON:**

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

**TAR BANDS PRINTED ON:**

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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LATIN AMERICA 42

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,133	2,996	3,301	3,188	3,082.6	2,924		
LOCAL MANUFACTURE	*2,570	*2,485	*2724	2538	2379	2114		
IMPORTED FROM USA	*563	*511	*577	608	599.6	706		
IMPORTED FROM GUATEMALA	--	--	--	42	104	104		
POPULATION TOTAL (MILLIONS)	*3.2	*3.2	3.3	3.3	3.3	3.3		
PER CAPITA CONSUMPTION	979	936	1000	966	934	885		
SMOKER INCIDENCE								
% OF TOTAL POPULATION	*22.1	*22.1	*22.1	*22.1	N/A	42.5		
% OF FEMALE POPULATION	*12.0	*12.0	*12.0	*12.0	N/A	39.8		
% OF MALE POPULATION	*31.0	*31.0	*31.0	*31.0	N/A	45.5		
COMPANY SHARES								
1) RJR	*76.6	*75.8	*74.1	79.6	77.2	72.3		
2) P.M.	11.9	13.0	12.2	13.1	12.6	16.3		
OTHERS	*11.5	*11.2	*13.7	7.3	10.2	11.4		
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) WINSTON	RJR	RJR	*63.3	*62.8	*62.6	70.4	68.6	63.4
2) MARLBORO	PM	PM	4.8	5.5	5.3	6.0	5.8	8.1
3) SALEM	RJR	RJR	*11.8	*10.8	*9.6	8.5	8.0	8.0
4) MERIT	PM	PM	5.0	5.4	5.0	5.1	4.9	5.9
OTHERS			*15.1	*15.5	*17.5	10.0	12.7	14.6

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LATIN AMERICA 43

(PUERTO RICO)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	*85.0	*85.0	*85.0	85.4	84.6	83.3
FILTER MENTHOL	*14.0	*14.0	*14.0	14.4	15.2	16.5
NON-FILTER	*1.0	*1.0	*1.0	0.2	0.2	0.2
TAR & NICOTINE SEGMENTATION %						
LOW	*13.0	*13.0	*13.0	6.4	6.4	8.0
FULL FLAVOR	*87.0	*87.0	*87.0	93.6	93.6	92.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	*100.0	*100.0	*100.0	*100.0	*100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	*1.0	*1.0	*1.0	*1.0	*1.0	0.2
80 MM to 85 MM	*97.0	*97.0	*97.0	*97.0	*97.0	97.2
100 MM	*2.0	*2.0	*2.0	*2.0	*2.0	2.6
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	*15.0	*14.6	*14.4	*14.2	*14.2	14.0
20 CIGTS/PACK	*85.0	*84.5	*84.3	*84.2	*84.6	81.1
14 CIGTS/PACK	0.2	0.5	0.7	0.9	1.2	4.9
PACK TYPE SEGMENTATION %						
SOFT PACK	*23.0	*23.0	*23.0	7.0	7.0	7.0
FLIP TOP BOX	*77.0	*77.0	*77.0	93.0	93.0	93.0

(PUERTO RICO)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	NO	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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LATIN AMERICA 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,807.1	2,789.2	3,136.9	3,201.8	3,308.3	3,145.1
POPULATION TOTAL (MILLIONS)	3.00	3.00	3.00	3.00	3.00	3.00
PER CAPITA CONSUMPTION	940	930	1,045	2,067	1,103	1,048
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.0	33.0	--	34	34	37
% OF FEMALE POPULATION	47.0	46.0	49	49	49	14
% OF MALE POPULATION	53.0	54.0	51	51	51	23
COMPANY SHARES						
1) MAILHOS GROUP	73.7	76.8	77.3	77.3	77.3	76.1
2) A.H.S.A. - PM	26.3	23.2	22.7	22.7	22.7	23.9

2500058742

(URUGUAY)			1985	1986	1987	1988	1989	1990
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) NEVADA		G. MAILHOS	30.4	34.3	37.7	39.0	39.6	39.0
2) CORONADO		G. MAILHOS	14.4	16.0	17.3	17.8	17.9	17.2
3) CASINO 80/120		A.H.S.A.	17.5	14.3	13.1	13.0	12.8	13.0
4) FIESTA LIGHTS		A.H.S.A.	1.3	1.4	1.7	2.5	3.7	5.0
5) J&M LIGHTS		G. MAILHOS	1.9	4.1	4.2	4.4	4.6	5.0
6) CORONADO UL. LIGHTS		G. MAILHOS	3.2	3.1	3.0	3.0	2.9	2.4
7) LA PAZ EXTRA		G. MAILHOS	4.8	4.0	3.0	2.5	2.3	2.0
8) GALAXY		A.H.S.A.	3.4	2.9	3.4	2.7	2.3	2.0
9) MARLBORO		A.H.S.A.	--	--	1.9	1.7	1.7	1.9
10) CORONADO LIGHTS		G. MAILHOS	0.2	0.3	0.2	0.1	0.5	1.9
11) J&M		G. MAILHOS	6.0	4.5	3.4	2.6	2.1	1.9
12) RICHMOND		G. MAILHOS	1.4	1.4	1.2	1.2	1.1	1.1
13) LA PAZ C/F		G. MAILHOS	2.2	2.0	1.5	1.3	1.2	1.0
14) RICHMOND LIGHTS		G. MAILHOS	1.1	1.1	0.8	0.8	0.8	0.6
OTHERS			12.4	10.9	5.9	6.0	5.1	7.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			93.1	94.1	95.5	96.2	96.6	96.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	--	0.1
NON-FILTER			6.8	5.8	4.4	3.9	3.4	3.0
PRICE SEGMENTATION								
PREMIUM			2.9	2.4	2.0	1.9	1.9	2.0
HIGH			58.4	63.5	68.1	69.2	70.6	71.0
MEDIUM			30.6	27.3	23.4	22.1	21.3	21.3
LOW			8.1	6.8	6.5	6.8	6.2	5.7
TAR & NICOTINE SEGMENTATION %								
		FTC-TAR						
ULTRA LOW	FROM 0 TO 6		0.5	0.3	2.0	0.1	--	--
LOW	FROM 6 TO 9		3.2	6.4	5.2	5.3	5.2	4.4
MEDIUM	FROM 10 TO 15		31.8	21.1	7.9	8.6	44.1	48.6
HIGH/FULL FLAVOR	15 - ABOVE		64.5	72.2	84.9	86.0	50.7	47.0

2500058743

(URUGUAY)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	89.9	91.4	93.5	94.6	95.1	95.7
BLACK	10.1	8.6	6.5	5.4	4.9	4.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	8.9	7.2	5.2	4.4	4.0	3.4
80 MM to 85 MM	88.5	90.8	93.2	94.3	94.8	95.6
100MM	2.6	2.0	1.6	1.3	1.2	1.0
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.5	7.9	5.8	5.6	5.4	5.4
16 TO 19 CIGTS/PACK	8.6	6.9	5.1	4.2	3.9	3.3
20 CIGTS/PACK	81.6	85.0	88.9	90.1	90.6	91.2
21 TO 24 CIGTS/PACK	--	--	--	--	--	--
25 CIGTS/PACK (27 CIGTS/PACK)	0.3	0.2	0.2	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	97.8	97.9	97.6	96.7	95.0	91.9
FLIP TOP BOX	2.2	2.1	2.4	3.3	5.0	8.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058744

(URUGUAY)	1985	1986	1987	1988	1989	1990
<b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	475.4	680.5	757.3	829.0	856.0	1,047

2500058745

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	18,249	17,436	17,380	17,800	17,292	15,862
POPULATION TOTAL (MILLIONS)	17.3	17.8	18.3	18.7	19.2	19.7
PER CAPITA CONSUMPTION	1,055	1,021	951	949	898	804
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19.1	19.2	20.0	20.0	19.0	30.0
% OF FEMALE POPULATION	45.0	43.0	43.0	43.0	43.0	34.0
% OF MALE POPULATION	55.0	57.0	57.0	57.0	57.0	27.0
COMPANY SHARES						
1) BIGOTT (BAT)	79.1	81.3	76.5	76.5	73.0	75.7
2) CATANA	20.9	18.7	23.5	23.5	27.0	24.3

(VENEZUELA)	1985	1986	1987	1988	1989	1990		
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) BELMONT	BIGOTT	BIGOTT	39.0	41.0	42.8	47.2	45.7	40.5
2) CONSUL	B.A.T.	BIGOTT	38.7	38.3	33.1	31.8	24.7	34.3
3) FORTUNA	CATANA	CATANA	--	--	--	--	--	11.0
4) ASTOR	CATANA	CATANA	14.0	11.5	12.1	11.3	13.5	9.4
5) MARLBORO	P. MORRIS	CATANA	0.8	1.0	1.6	2.0	2.5	3.7
6) YORK	CATANA	CATANA	0.7	2.8	2.0	1.2	1.5	--
7) LIDER	P. MORRIS	CATANA	5.4	2.5	2.2	1.3	1.1	--
8) VICEROY	B.A.T.	BIGOTT	0.4	0.3	0.5	0.5	0.5	0.5
9) OTHERS			1.0	2.6	5.7	4.7	10.5	0.6
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			99.9	99.9	99.9	99.9	99.9	99.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			---	---	---	---	---	---
PRICE SEGMENTATION % (SHARES)								
PREMIUM			1.6	1.4	1.4	1.5	3.2	1.5
HIGH			57.0	5.15	59.0	54.1	59.3	43.2
MEDIUM			41.4	47.1	39.6	39.2	26.9	--
LOW			---	---	---	5.2	10.6	55.3
PRICE SEGMENTATION (US\$ PRICE)								
PREMIUM			.61-71	.63-61	.59-61	0.45	0.37	0.68
HIGH			.54	.51	.54	0.40	0.33	0.64
MEDIUM			---	---	---	0.35	0.30	--
LOW			.38	.43	.45	0.33	0.28	0.58
(BASE Bs/\$)			(7.80)	(11.80)	(13.45)	(20.00)	(30.00)	(53.00)

(VENEZUELA)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	97.5	97.3	95.7	95.9	95.1	95.9
80 MM to 85 MM	2.3	2.5	3.9	3.6	4.4	3.5
100MM	0.2	0.2	0.4	0.5	0.5	0.6
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	99.9	96.9	95.9	94.3	89.3
10 CIGTS/PACK	--	0.1	2.9	3.9	5.6	10.7
14 CIGTS/PACK	--	--	0.2	0.2	0.1	--
PACK TYPE SEGMENTATION %						
SOFT PACK	98.6	98.3	96.9	96.8	96.0	96.6
FLIP TOP BOX	1.4	1.7	3.1	3.2	4.0	3.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	3/2	3/2
B) RADIO	2	2	2	2	3/2	3/2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	1	1	1	1/2	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
TAR & NICOTINE SEGMENTATION %						
LOW (Under 10.0mg/cig;						
Nicotine: under 0.70mg/cig)	0.1	0.1	0.1	0.1	0.1	0.1
MEDIUM (Under 10.0mg/cig;						
Nicotine: under 0.70mg/cig)	11.5	5.9	7.1	--	--	--
HIGH/FULL FLAVOR (Over 10.0mg/cig;						
Nicotine: over .70mg/cig)	88.4	94.0	92.8	99.9	99.9	99.9

(VENEZUELA)	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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2500058750

CANADA

CANADA

2500058751

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	58,700	55,437	52,419	50,915	47,430	45,710
POPULATION TOTAL (MILLIONS)	25.4	25.6	25.9	26.1	26.2	26.4
PER CAPITA CONSUMPTION	2,311	2,166	2,027	1,951	1,808	1,727
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.6	32.0	N/A	N/A	N/A	N/A
% OF FEMALE POPULATION	33.0	29.4	N/A	N/A	N/A	N/A
% OF MALE POPULATION	36.3	34.7	N/A	N/A	N/A	N/A
COMPANY SHARES						
1) IMPERIAL	52.85	51.45	54.6	56.3	58.0	60.3
2) ROTHMANS/BENSON & HEDGES*	20.17	20.69	28.8	27.0	25.1	23.3
3) MACDONALD	16.59	15.85	16.6	16.7	16.9	16.4
4) ROTHMANS*	20.17	20.69	---	---	---	---
5) B&H*	10.29	11.85	---	---	---	---

\*NOTE - ROTHMANS AND BENSON & HEDGES WERE MERGED IN 1987

(CANADA)

1985

1986

1987

1988

1989

1990

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) PLAYERS		IMPERIAL	22.96	20.90	23.5	24.9	25.5	26.2
2) DU MAURIER		IMPERIAL	17.65	15.66	19.7	20.3	21.6	23.6
3) EXPORT		MACDONALD	14.16	11.32	12.9	14.1	14.7	14.6
4) CRAVEN		ROTHMAN	8.10	6.90	7.5	6.9	6.4	6.0
5) MATINEE		IMPERIAL	6.10	5.07	5.6	5.8	6.1	6.0
6) ROTHMANS		ROTHMAN	8.00	6.56	7.0	6.8	6.3	5.9
7) BENSON & HEDGES		B & H	2.60	5.99	4.1	3.8	3.6	3.4
8) BELVEDERE		B & H	2.81	2.15	2.6	2.6	2.4	2.3
9) NUMBER 7		ROTHMAN	3.30	6.38	2.8	2.2	1.9	1.8
10) CAMEO		IMPERIAL	1.89	1.70	1.7	1.7	1.6	1.6
11) MARK TEN		B & H	2.49	1.50	1.9	1.8	1.7	1.5
2) PETER JACKSON		IMPERIAL	2.01	6.10	2.1	1.8	1.5	1.3
13) VISCOUNT		B & H	1.42	1.25	1.4	1.3	1.3	1.2
14) VANTAGE		MACDONALD	1.36	1.10	1.0	1.1	1.1	0.9
15) MACDONALD SPECIAL		R.J. R. MACDONALD	---	2.66	1.9	0.7	0.0	0.0

## MARKET SEGMENTATION %

FILTER	97.98	98.27	98.4	98.6	98.7	98.8
PLAIN	2.02	1.73	1.6	1.4	1.3	1.2

## PRICE SEGMENTATION %

REGULAR	99.3	99.1	96.9	81.9	N/A	N/A
*ECONOMY/VALUE	.70	.90	3.1	18.1	N/A	N/A

NO PRICE SEGMENTATION AMONG 4 MAJOR  
DOMESTIC MANUFACTURES, EXCEPT  
FOR \$0.10 PER CARTON KING SIZE/  
REGULAR DIFFERENTIAL, UNTIL  
1985 VALUE INITIATIVES.

\*(INCLUDES ALL GENERICS, WHICH ARE IMPORTED OR PRODUCED BY BASTOS AND VALUE INITIATIVES BY THE  
4 DOMESTIC MANUFACTURERS SINCE SEPTEMBER 1985).

(CANADA)

1985

1986

1987

1988

1989

1990

TAR & NICOTINE SEGMENTATION %

ULTRA LOW (0-5MG)

7.9

8.7

N/A

N/A

N/A

N/A

LOW (6-9MG)

12.7

11.7

N/A

N/A

N/A

N/A

MEDIUM (10-15MG)

56.4

58.1

N/A

N/A

N/A

N/A

HIGH/FULL FLAVOR (15MG+)

23.0

21.5

N/A

N/A

N/A

N/A

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN

1.2

0.7

0.5

0.7

0.5

0.7

VIRGINIA

98.8

99.3

99.5

99.3

99.5

99.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

2

2

2

2

2

2

B) RADIO

2

2

2

2

2

2

C) NEWSPAPERS

1

1

1

1

1

1

D) MAGAZINES

1

1

1

1

1

1

E) COUPONS

3

3

3

3

3

3

F) POINT OF SALE

1

1

1

1

1

1

G) BILLBOARDS

3

3

3

3

3

3

H) CINEMA

1

1

1

1

1

1

I) SAMPLING

(12 MONTHS ON NEW INTRODUCTION ONLY)

(CAN. 1)

1985

1986

1987

1988

1989

1990

## HEALTH WARNING &amp; T&amp;N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	YES	YES	YES	YES	YES	YES
	C) ADVERTISING	YES	YES	YES	YES	YES	YES

## SPECIFIC T&amp;N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

## TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

## CONSUMPTION OF OTHER TOBACCO PRODUCTS

ROLL YOUR OWN (THOUSAND KILOS)	6,866.4	7,412.8	N/A	N/A	N/A	N/A
*CIGARS (MILLIONS)	305.6	285.0	261.0	239.0	231.0	190.2
*PIPE TOBACCO (THOUSAND KILOS)	90.8	36.5	N/A	N/A	N/A	N/A
*CHEWING TOBACCO (THOUSAND KILOS) AND SNUFF (THOUSAND KILOS)						

\*(LOCAL PRODUCTION. DOES NOT INCLUDE  
IMPORTS WHICH REPRESENT A SUBSTANTIAL  
PART OF THE MARKET).

USA

2500058756

U.S.A MARKET

2500058757

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A.

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	594,695	581,933	570,034	557,803	523,587	521,811
POPULATION TOTAL (MILLIONS)	238.6	240.9	243.1	246.0	248.0	249.8
PER CAPITA CONSUMPTION	2,492	2,416	2,345	2,267	2,111	2,089
SMOKER INCIDENCE						
% OF TOTAL POPULATION	32.8	31.2	30.3	29.0	28.6	29.4
% OF FEMALE POPULATION	30.3	29.2	28.4	27.2	27.0	27.5
% OF MALE POPULATION	35.7	33.4	32.5	31.0	30.4	31.5
COMPANY SHARES						
1) PHILIP MORRIS	35.9	36.9	37.8	39.3	41.9	42.7
2) R.J. REYNOLDS	31.6	32.4	32.5	31.8	28.5	28.5
3) BROWN & WILLIAMSON	11.9	11.7	11.0	10.9	11.4	11.4
4) LORILLARD	8.1	8.1	8.2	8.2	7.9	7.6
5) AMERICAN BRANDS	7.5	7.2	6.9	7.0	7.0	6.8
6) THE LIGGETT GROUP	4.9	3.8	3.5	2.8	3.3	3.4

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS, ROPER

2500058758

USA 1

(U.S.A.)

1985

1986

1987

1988

1989

1990

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO		PHILIP MORRIS	22.4	23.1	23.6	24.9	26.4	26.0
2) WINSTON		R.J. REYNOLDS	11.4	11.2	11.1	10.8	9.0	8.8
3) SALEM		R.J. REYNOLDS	7.9	7.8	7.7	7.3	6.2	6.2
4) KOOL		BROWN & WILLIAMSON	6.8	6.4	6.0	6.0	6.0	4.9
5) NEWPORT		LORILLARD	3.4	3.8	4.2	4.4	4.7	4.6
6) CAMEL		R.J. REYNOLDS	4.4	4.3	4.2	4.3	3.9	4.4
7) DORAL		R. J. REYNOLDS	1.2	2.1	3.0	3.4	3.6	4.3
8) BENSON & HEDGES		PHILIP MORRIS	4.6	4.3	4.2	3.9	3.9	3.6
9) MERIT		PHILIP MORRIS	4.1	4.0	3.9	3.8	3.8	3.5
10) VIRGINIA SLIMS		PHILIP MORRIS	2.8	2.9	3.1	3.0	3.2	3.1
11) CAMBRIDGE		PHILIP MORRIS	.1	0.6	1.1	1.8	2.3	2.5
12) VANTAGE		R.J. REYNOLDS	3.3	3.2	3.1	3.0	2.5	2.4
13) PALL MALL		AMERICAN	3.5	3.2	3.1	2.9	2.7	2.2
14) KENT		LORILLARD	3.0	2.7	2.5	2.4	2.1	1.8
15) CARLTON		AMERICAN	1.9	1.9	1.7	1.7	1.7	1.6
16) OTHERS			15.8	16.6	16.4	16.4	18.0	20.1

## MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	66.2	67.0	67.2	67.8	68.5	69.7
FILTER MENTHOL	28.0	27.5	27.7	27.5	27.1	26.3
NON-FILTER	5.8	5.5	5.1	4.7	4.3	4.0

## PRICE SEGMENTATION %

HIGH	92.70	91.1	89.8	88.9	85.2	80.8
ECONOMY	7.30	8.9	10.2	11.1	14.8	19.2

\*Economy includes all Generic packings (B&W Generic, Liggett Generic, Cambridge, Falcon Lts., American Lights, Alpine, PM Generics, R.J.R. Generics and Doral) and Value Packings (Century, Richland, Players 25's, Malibu and Stride).

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USA 2

(USA)	1985	1986	1987	1988	1989	1990
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-6 mg. tar)	10.0	10.2	10.6	11.2	11.5	12.0
MEDIUM (7-15 mg. tar)	39.0	39.9	39.9	40.1	43.2	40.0
HIGH/FULL FLAVOR (16+ mgs.)	45.1	44.5	44.4	44.0	41.0	44.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN BLEND	100.0	100.0	100.0	100.0	100.0	100.0

\*ADJUSTED OFFICIAL LOW TAR MARKET SHARES  
 SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

(U.S.A.)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.5	2.4	2.2	2.0	1.8	1.7
80 mm to 85 MM	58.1	57.6	57.2	57.2	57.1	56.8
100 MM	37.1	37.5	38.2	38.4	38.6	39.1
OVER 100 MM (120's)	2.3	2.5	2.4	2.4	2.5	2.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	98.0	97.4	97.6	98.2	98.6	98.8
25 CIGTS/PACK	2.0	2.6	2.4	1.8	1.4	1.2
PACK TYPE SEGMENTATION %						
SOFT PACK	82.5	81.3	80.4	78.5	76.8	76.4
FLIP TOP BOX	17.5	18.7	19.6	21.5	23.2	23.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	**1	**1	**1
H) CINEMA	1	1	1	1	1	***2
I) SAMPLING	1	*3	*3	*3	*3	3

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

\*Banned in at least 4 markets.

\*\*Banned in Portland, ME, Manchester, Burlington, Utah, Alaska and Hawaii.

\*\*\*Not used based on internal policy decision.

197850009Z

USA 4

(U.S.A.)

1985

1986

1987

1988

1989

1990 1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	YES	YES	YES	YES	YES	YES
	C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	3,110.3	2,968.1	2,768.4	2,541
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	18,091	15,623	13,756	12,506
LITTLE CIGARS	1,217.8	966.6	453.5	1,166
ROLL YOUR OWN (THOUSAND LBS.)	3,656	3,386	3,396	3,871
CHEWING TOBACCO (THOUSAND LBS.)	85,109	78,794	76,394	74,691
SNUFF (THOUSAND LBS.)	48,630	46,688	45,093	47,809
BIDI (MILLIONS)	N/A	N/A	N/A	N/A
KRETEK (MILLIONS)	52.035	42.558	44,922	41,283

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

2500058762

USA 5